

**Subject:** This week from CCA (CCA Delivers - February 2, 2017)  
**From:** "Central City Association" <jdanganan@ccala.org>  
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**To:** "Julia Marino" <jmarino@downtownla.com>

CCA Delivers

CCALA.org

February 2, 2017

## In: **INSIDE THIS ISSUE**

- **Metro CEO Phil Washington Discusses Measure M Projects with CCA's Executive Committee**
- **Government Relations Committee**

### CCA Holidays at the Globe

*Steve Hirsh, Cooper Design Space; Jessica Lall, CCA; Phillip Washington, Metro; Rena Leddy, Fashion District BID; Martha Saucedo, AEG*

## **Metro CEO Phil Washington Discusses Measure M with CCA's Executive Committee**

Metro's CEO, Phillip Washington, addressed CCA's Executive Committee this afternoon. Washington shared his plans for Measure M and told the audience that CCA's advocacy regarding an Arts District Station has been effective.

Measure M is the ballot measure that voters approved in November to add a half cent sales tax to pay for various transportation projects around the county. The measure is expected to generate more than \$140 billion dollars through 2050. Washington said Metro is putting together a seven-member tax payer advisory committee and a 27-member community advisory council to oversee Measure M implementation.

Washington called Measure M a "game changer" for the transportation network in Los Angeles County and also said we are becoming the "infrastructure capital of the world." With the passage of Measure M several projects are being accelerated including: an airport rail connector station, the Foothill Goldline Extension, aerial-grade separations for the Orange Line Bus rapid transit to pave the way for light rail, the West Santa Ana Branch, Crenshaw Line and the Regional Connector in Downtown. The Crenshaw Line is approximately 60% complete and a P3 partnership is being considered to add a spur to the new NFL stadium in Inglewood. Washington shared that about 20% of Rams fans took Metro to a game this season.

Washington is a supporter of P3 partnerships and welcomes unsolicited proposals from the private sector. He described P3 partnerships as a risk transference where

## **EVENTS CALENDAR**

### **CCA EVENTS**

#### **WEDNESDAY, FEBRUARY 22**

11:00 a.m. - 1:30 p.m.

**CCA'S ECONOMIC FORECAST FOR  
DTLA**

Millennium Biltmore Hotel

#### **THURSDAY, MAY 11**

11:00 - 1:30 p.m.

**CCA'S 23RD ANNUAL TREASURES  
LUNCHEON**

Westin Bonaventure Hotel & Suites

### **MEMBER EVENTS**

#### **WEDNESDAY, FEBRUARY 8**

6:30 p.m.

**SIXTH ST. VIADUCT PARK  
VISIONING AND DESIGN  
COMMUNITY MEETING**

Sci-Arc, Keck Auditorium  
960 E. 3rd St.

Los Angeles, CA 90013

#### **THURSDAY, FEBRUARY 9**

5:30 - 7:30 p.m.

**HEART OF THE CITY CORPORATE  
CUP COCKTAIL PARTY**

Snell & Wilmer

2 California Plaza

350 S. Grand Ave., Suite 3100

Los Angeles, CA 90071

#### **THURSDAY, FEBRUARY 16**

8:00 - 9:00 a.m.

**RAPID RECOVERY SERIES**

**L.A. City Emergency Operation**

Center Media Room

500 E. Temple Street

Los Angeles, CA 90012

#### **THURSDAY, MARCH 9**

the private sector is willing to assume the costs and liability upfront and be reimbursed by the public sector as the project is completed. Washington successfully utilized P3 partnerships in Denver to connect their airport to the city via transit and to redevelop Union Station.

CCA wishes to thank **Phillip Washington**, Metro, for his remarks and **Steve Hirsh**, Cooper Design Space, for hosting today's meeting.

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## Government Relations Committee

At CCA's Government Relations Committee on Thursday, members heard from Economic and Workforce Development Department General Manager Jan Perry about the City's economic development strategy RFP. And we received an update on sidewalk vending from Dennis Gleason with the Office of Councilmember Joe Buscaino.

Perry said that the RFP is intended to give the City a comprehensive strategy to leverage various resources to help drive job growth, especially in targeted areas such as Pico-Union & Boyle Heights. With the dissolution of the Community Redevelopment Agency, the City needs to determine how best to help create jobs and support businesses. The RFP is expected to be released later this winter and will ask a consultant to identify how the City can use tools such as Enhanced Infrastructure Financing Districts (EIFDs), Community Redevelopment Investment Areas (CRIAs) and the Los Angeles Development Fund to spur economic development. Work will also begin on the Economic Development Chapter of the City's General Plan.

Gleason gave the committee an update on Tuesday's Council action to create a framework that will guide subsequent City regulations on sidewalk vending. He told the audience that vending will be legal in commercial and industrial zones across the city, but with numerous restrictions. Because the Council realizes that a one-size-fits-all approach won't work for sidewalk vending throughout the City, it voted to explore ways to lower the hurdles for areas that want to opt out of a vending program. Gleason also said that the consent of the adjacent property or business owner for a vendor to set up is key to this program moving forward in Council. And enforcement is also crucial for his office and the Council. Several City departments are to report back to the Economic Development and Public Works Committees with vending program details in the spring. CCA will continue to lead the discussion on this matter.

CCA thanks **Jan Perry** and **Dennis Gleason** for their remarks.

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## Give Us Your Feedback!

**2017 USC GOULD REAL ESTATE FORUM**  
The Jonathan Club, Downtown



## COMMITTEE CALENDAR

**THURSDAY, FEBRUARY 9**  
8:30 - 10 a.m.

TRANSPORTATION,  
INFRASTRUCTURE & ENERGY

**Topics:** *City Sidewalk Repair Program; Spring & Main Streets Reconfiguration*

**Special Guests:** *Greg Good, Office of Mayor Eric Garcetti; Gary Lee Moore, Bureau of Engineering; Valerie Watson and Robert Sanchez, Los Angeles Department of Transportation; Ari Simon, Office of Councilmember Jose Huizar*

**WEDNESDAY, FEBRUARY 15**  
8:30 - 10 a.m.

HOUSING, LAND USE & DEVELOPMENT

**Topics:** *College Station, DTLA 2040, re:code LA Update*

**Special Guests:** *Jenni Harris, Atlas Capital Group; Noel Hyun, Liner LLP; Bryan Eck, City Planning; Tom Rothmann, City Planning*



## CCA IN ACTION



On Tuesday, CCA participated in a press conference with Mayor Garcetti

It is a top priority for Jessica Lall, CCA's new CEO & President, to hear directly from our members. Please take a moment and fill out the following surveys:

- [Advocacy Agenda Survey](#): Your feedback will help us determine legislative priorities for the year based on what issues are important to you and your company.
- [New Year Member Feedback](#): Your feedback will help us craft relevant programming that meets your objectives.
- [CCA Committee Meetings](#): *For Business Advocacy, Executive & Premier-level members only*. Tell us how to improve our committee meetings and what topics to cover this year.

and various other community leaders to oppose Measure S. The coalition to oppose Measure S is one of the broadest in City history and is comprised of business, union, civic and non-profit leaders.

Additionally, this week CCA hosted a phone-bank at the LA Fed to get the word out about Measure S. We shared with voters that Measure S is a badly written initiative that would **ban most new housing in Los Angeles, increase rents, destroy jobs and make the homeless crisis even worse.**

For more information, please contact Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

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On Tuesday, CCA President & CEO Jessica Lall testified before the City Council on the proposed street vending framework. Lall said CCA supports the decriminalization of sidewalk vending, and the framework has many good provisions, such as property or business owners consent for a vendor to set up in front of their property. However, there is still work to do. There are areas of the city that are not conducive to vending, especially those areas with large tourist attractions, that must be withdrawn from the plan. The City Council also asked the City Attorney to amend the ordinance so that sidewalk vending is no longer a misdemeanor offense.

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CCA testified at the Planning and Land Use Management Committee (PLUM) on Tuesday in support of City Planning's report that outlines a strategy to update community plans, batch general plan amendments and change the way EIR consultants are selected. City Planning will establish a list of qualified EIR consultants and developers will be required to select a consultant from that list. It is expected that City Planning will release a RFP this spring to select the EIR consultants.

For more information, please contact Managing Director of Legislative Affairs & Government Relations, [Marie Rumsey](#).

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CCA also spoke at PLUM about the City's proposed sign ordinance. CCA supported a City Planning option that would allow on-site digital signs on larger, contiguous properties. This policy would benefit merchants at those properties while limiting impacts to residential areas.

For more information, please contact CCA's Director of Government Relations, [John Howland](#).



## CCA MEMBERS IN THE NEWS

"The industry needs to find a way to produce a larger amount of affordable housing in projects, and public subsidies are a key tool to achieving this. There's only so many things you can fiddle with to make the financing work for affordable housing – land price or the cost of financing." Dan Rosenfeld, SunCal. [Los Angeles Business Journal](#), January 26, 2107. "[Residential Developer Tips Cap to City's Assist](#)"

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"We have an incredible lobby with detail people don't even craft anymore. We want to activate the space with food and drink, see people working here. There are outdoor patios that we're restoring, and we're just making the building a more modern one, inside and out." Christopher Rising, Rising Realty. [Downtown News](#), January 30, 2017. "[Old 'One Bunker Hill' Gets a New Look and Name: CalEdison](#)"

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"This is a growing population, and there are needs for the population that still have yet to be filled with different retail offerings. We think there is still a lot of runway left in this retail boom." Bert Dezzutti, Brookfield, on the new store coming to Figat7th. [Los Angeles Times](#), February 1, 2017. "[Nordstrom Rack to open in downtown L.A. mall](#)"



## NEW MEMBERS

Beverly Hills/Greater Los Angeles Association of Realtors  
Jinya Ramen Bar



## Announcements

**Please join us in congratulating Shawn Bratton on her eight-year anniversary with CCA. Shawn has served as Executive Assistant to the President & CEO since January 2009, and is excited to continue in this role with our new President & CEO, Jessica Lall. Shawn can be reached at 213-416-7512 or via email at [SBratton@ccala.org](mailto:SBratton@ccala.org).**

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